

# Theatre marketing: young audience perceptions and behaviour

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## ABSTRACT

The long-term trend of classical theatre market performance worldwide shows the ageing of its loyal customers. The aim of this paper is to analyse the characteristics, opinions, and attitudes of the young population (18-35) in Croatia toward classical theatre. This analysis is aimed to serve as a strategic tool for marketing strategy creation for improvement of theatre marketing performance. Descriptive statistics, comparative analysis, multivariate analysis, and ANOVA were used for data analysis. Findings indicate changed lifestyles, preferences, and attitudes of young population segments toward classical theatre. There is a significant discrepancy between expectations and satisfaction of respondents' perceptions of price, performance/repertoire, and types of "entertainment" offered by the Croatian National Theatre in Osijek.

## KEY WORDS

Theatre, marketing, young audience, Croatia

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